

Furnish this exhibit for EACH foreign principal listed in an initial statement
and for EACH additional foreign principal acquired subsequently.

1. Name and address of registrant Daniel J. Edelman, Inc. 1730 Pennsylvania Ave., #460 Washington, D.C. 20006 (202) 393-1300		2. Registration No. 3634
3. Name of foreign principal Hitachi, Ltd.	4. Principal address of foreign principal Tokyo, Japan	

5. Indicate whether your foreign principal is one of the following type:

☐ Foreign government

☐ Foreign political party

☐ Foreign or ☐ domestic organization: If either, check one of the following:

☐ Partnership

☐ Committee

☒ Corporation

☐ Voluntary group

☐ Association

☐ Other (specify) _____

☐ Individual—State his nationality _____

6. If the foreign principal is a foreign government, state: N/A

a) Branch or agency represented by the registrant.

b) Name and title of official with whom registrant deals.

7. If the foreign principal is a foreign political party, state: N/A

a) Principal address

b) Name and title of official with whom the registrant deals.

c) Principal aim

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SECTION
REGISTRATION
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8. If the foreign principal is not a foreign government or a foreign political party,

a) State the nature of the business or activity of this foreign principal

Electronics Industry

b) Is this foreign principal

Owned by a foreign government, foreign political party, or other foreign principal Yes ☐ No ☒

Directed by a foreign government, foreign political party, or other foreign principal..... Yes ☐ No ☒

Controlled by a foreign government, foreign political party, or other foreign principal Yes ☐ No ☒

Financed by a foreign government, foreign political party, or other foreign principal..... Yes ☐ No ☒

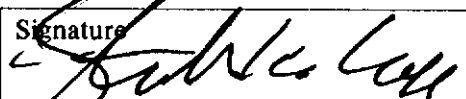
Subsidized in whole by a foreign government, foreign political party, or other foreign principal..... Yes ☐ No ☒

Subsidized in part by a foreign government, foreign political party, or other foreign principal..... Yes ☐ No ☒

9. Explain fully all items answered "Yes" in Item 8(b). (If additional space is needed, a full insert page may be used.)

10. If the foreign principal is an organization and is not owned or controlled by a foreign government, foreign political party or other foreign principal, state who owns and controls it.

Publically owned corporation

Date of Exhibit A August 5, 1985	Name and Title Stephen K. Cook General Manager	Signature 
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INSTRUCTIONS: A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements; or, where no contract exists, a full statement of all the circumstances, by reason of which the registrant is acting as an agent of a foreign principal. This form shall be filed in duplicate for each foreign principal named in the registration statement and must be signed by or on behalf of the registrant.

Name of Registrant	Name of Foreign Principal
Daniel J. Edelman, Inc.	Hitachi, Ltd.

Check Appropriate Boxes:

- ☐ The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach two copies of the contract to this exhibit.
- ☒ There is no formal written contract between the registrant and foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach two copies of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.
- ☐ The agreement or understanding between the registrant and foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and the expenses, if any, to be received.

* See attached action plan.

- Describe fully the nature and method of performance of the above indicated agreement or understanding.

Pursuant to the agreement, Daniel J. Edelman, Inc. engaged in preparations necessary to schedule and hold a press conference in Washington, D.C. to announce Hitachi Ltd.'s action plan to help lessen U.S. - Japan trade tensions. Press kits containing copies of the Hitachi, Ltd.'s spokesman's formal remarks, fact sheets about Hitachi business operations in the U.S., annual company reports, and a press release summarizing the action program were prepared and distributed to the press, Congressmen and Senators, their staff, and officials of the U.S. government. The first active steps in this process began Thursday, July 25, 1985, and the final steps were taken Thursday, Aug. 1, 1985. The press conference was on Wednesday, July 31, 1985. In addition to the D.C. press site, satellite facilities were secured to allow simultaneous press participation in Boston, New York City, and Palo Alto, CA as part of the D.C. press conference.

5. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

as described in #4

6. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act?¹
Yes ☒ No ☐

If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose.

The purpose of the press conference included as a primary mission the task of offering a political alternative to protectionism -- that is, the use of private enterprise initiatives to offset rising protectionism sentiments in U.S. business and political circles. Thus, Any of the several dozen protectionist bills currently introduced in Congress are, implicitly, intended to be influenced (against) by the Hitachi action plan press

~~documenting materials~~

ACTION PLAN FOR HITACHI
Import Procurement Plan

PART I: OVERVIEW

OBJECTIVES

- o Obtain maximum positive news coverage of Hitachi import procurement announcement
- o Pre-empt Japanese competitors
- o Relieve protectionist pressure on Japanese semi-conductor industry

AUDIENCE

- o Members of Congress
- o Administration policymakers
- o U.S. semi-conductor industry
- o U.S. business community
- o General public

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RECOMMENDATIONS

1. Stage news conference within one day of Japanese government import action plan announcement.

2. Multiply coverage for two-way teleconference to key markets and/or audio-feed direct to journalists.
3. Pre-brief key opinion leaders in Washington, encourage positive response.

DELINEATION OF RESPONSIBILITY

(Edelman/Washington, Bozell & Jacobs/New York)

Follow-up	Bozell & Jacobs
Print Monitoring	Bozell & Jacobs
Video Monitoring	Edelman
Network contacts	Edelman
Kit assembly	Edelman
Rehearsal	Edelman
National Mailout	Bozell & Jacobs
New York	Bozell & Jacobs
San Francisco	Bozell & Jacobs
San Jose	Bozell & Jacobs
Boston	Bozell & Jacobs
Other sites	Edelman

MATERIALS NEEDED

500 Press kit covers

700 News releases

700 Questions & Answers

500 Biographies of participants

500 Copies of background materials from Rozell & Jacobs

TELECONFERENCE

Two-way audio allows journalists in distance sites
to ask questions

Conference sites:

Washington, D.C.

New York

San Francisco

San Jose

Chicago

Los Angeles

St. Louis

Boston

Edelman will:

Make video on-site arrangements, procure down-link
sites, invite media to meeting sites for which we are
responsible. Distribute releases in all Edelman
markets.

Audio Telephone Service

Allows journalists to listen to live news conference via the phone by calling Wats line number. Edelman will notify journalists of this service and make all arrangements.

PART II. SCHEDULE

Wednesday, July 24

- o Submit action plan
- o Develop list including media, trade association executives, key individuals, members of Congress, Administration policy makers on trade issues
- o Reserve video conference facility
- o Obtain background papers from Bozell & Jacobs and duplicate
- o Contact key Hill members and United States Trade Representative to arrange briefing session
- o Obtain transparency of Hitachi logo

Thursday, July 25

- o Draft media advisory, decide upon wording
- o Confirm teleconference sites
- o Develop and coordinate lists
- o Draft questions and answers
- o Edit news release

Friday, July 26

- o Arrange breakfast for 7/31 with columnist(s) such as Hobart Rowan, George Will, Clyde Farnsworth or Rowland Evans
- o Contact network talk shows, D.C. bureaus for 7/31 interviews
- o Issue mailgrams nationwide for Monday delivery
- o Contact wire service daybooks in D.C.
- o Finalize video arrangements
- o Retain photographer
- o Draft and design signage for news conference

Sunday, July 28

- o Provide draft kits for review to Hitachi executives

Monday July 29

- o Teleconference rehearsal 12:00 noon to 6:00 p.m.
 - Rehearse Questions & Answers
 - Determine news conference format
 - Review printed materials, and make necessary changes
- o Media call-out begins in Washington and distant sites
- o Reproduce kit materials after approval and overnight to distant offices

Tuesday, July 30

- o Pre-brief key members of Congress

Candidates:

Rep. Sam Gibbons (D-FL)

Rep. James Florio (D-NJ)

Sen. John Danforth (R-MO)

Sen. John Chafee (R-RI)

Sen. Frank Murkowski (R-AK)

Rep. Jim Jones (D-OK)

Sen. Bob Packwood (R-OR)

Rep. Dan Rostenkowski (D-IL)

Sen. Robert Dole (R-KS)

Rep. John Dingell (D-MI)

Rep. Don Bonker (D-WA)

- o Pre-brief United States Trade Representative -

Mr. Clayton Yeutter

Deputy United States Trade Representative -

Mr. Michael B. Smith

- o Pre-brief Commerce - Secretary Malcolm Baldrige
- o Media callout continues nation-wide
- o PR news wire retained to distribute release
- o Monitor coverage of Japanese government announcement
- o 4 p.m. - meet to review teleconference itinerary
attendee interest and press questions

Wednesday, July 31

- o Media call-out continues
- o Radio announcement taped and distributed
- o Monitor news coverage from Tokyo Hitachi news coverage
- o Network morning show interviews

Teleconference

- o 1 p.m. - Teleconference Begins
- o 2 p.m. - Teleconference Ends

Immediate Follow-Up

Washington Post Editorial Board Briefing

U. S. News Editorial Board Briefing

Distribute information kits to Capitol Hill

Thursday/Friday

Monitor video and print coverage

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